



Senior Farmers Market Nutrition Program 2021 Farmer Vendor Training

Warren Hays | Kathy Albert
February – May 2021



- The Kansas Senior Farmers Market Nutrition Program is administered Kansas Department of Health and Environment (KDHE) and funded/regulated by the United States Department of Agriculture (USDA).
 - The national Senior Farmers Market Nutrition Program (SFMNP) was created in the 2002 Farm Bill.
- The Kansas Senior Farmers Market Nutrition Program serves low-income adults over the age of 60, or members of an Indian Tribal Organization who are age 55 or older.

Program Goals

- To provide low-income seniors the resources to purchase fresh, nutritious, unprepared, locally grown fruits, vegetables, cut herbs, and honey from direct marketing farmers at farmers markets and roadside stands
- To increase the consumption of locally grown fresh fruits, vegetables, cut herbs, and honey
 - Locally grown is defined as grown in the State of Kansas or a bordering county in Oklahoma, Colorado, Nebraska, or Missouri
- To develop or aid in the development of new farmers markets and roadside stands or to help support existing farmers markets, and roadside stands



List all the locations where you sell on your Authorized Farmer Agreement so we can distribute checks in every area that has farmers available to accept them.

Program Administration

- Kansas Senior Farmers Market Nutrition Program
 - KDHE Bureau of Health Promotion partners with local agencies to distribute benefits
 - Regional AAA Organizations
 - County Senior Centers
 - Health Departments
 - Food Banks
 - County Extension
 - Local non-profits

Functions of the State and Local Agencies

- Write the State Plan!
- Identify eligible participants for both programs.
- Process applications and distribute checks.
- Provide nutrition education.
- Promote both programs through PSAs, social media, online ads, outreach to social services and extension offices.



Local Agency County Service Areas

- Contact info available at: <https://www.kdheks.gov/sfmnp/seniors.htm>.

Color	Region
	Kansas City Metropolitan Area
	Northeast/North Central Kansas
	Southeast Kansas
	South Central/Western Kansas

Local Agency	Counties Served
Barton County Health Department	Barton, Hodgeman, Pawnee, Stafford
Bourbon County Senior Citizens	Bourbon
Central Plains Area Agency on Aging	Butler, Harvey, Sedgwick
Cottonwood Extension District	Ellis
East Central Kansas Area Agency on Aging	Anderson, Coffey, Franklin, Linn, Miami, Osage
ECKAN Lyon County	Lyon
Firekeepers Elder Center	Jackson, Prairie Band Potawatomie Nation
Jayhawk Area Agency on Aging, Inc.	Douglas, Jefferson, Shawnee
Leavenworth County Council on Aging	Leavenworth
Marion County Department on Aging	Marion
North Central Flint Hills Area Agency on Aging	Chase, Clay, Cloud, Dickinson, Ellsworth, Geary, Jewell, Lincoln, Mitchell, Morris, Ottawa, Potawatomie, Riley, Saline, Wabaunsee
Northeast KS Area Agency on Aging	Atchison, Brown, Doniphan, Jackson, Marshall, Nemaha, Washington
Republic County Resource Council	Republic
Senior Center of Finney County	Finney
South Central Kansas Area Agency on Aging	Cowley, McPherson, Reno, Rice, Sumner
Southeast Kansas Area Agency on Aging	Allen, Crawford, Labette, Neosho
The Salvation Army	Johnson
Wyandotte/Leavenworth Area Agency on Aging	Wyandotte only
Cherokee County Extension	Cherokee
Wilson County Health Department	Wilson

2020 Program Summary

- 4,497 senior participants received checks or received produce bundles in the NW Kansas bundle program.
- \$116,660 (or 68%) worth of available benefits were redeemed by senior participants for eligible items or produce bundles.
- 211 farmers were authorized to accept checks.
- Local Agencies covering 55 counties distributed checks to low-income seniors.
- A regional cooperative covering nine counties in NW Kansas distributed food bundles to low-income seniors.

Benefit Level

- The benefit level provided to senior participants of the KSFMNP rose from \$30 to \$35 worth of benefits in 2020 and will remain at that level in 2021.
 - These are individual benefits (e.g. more than one person from a household may qualify).
 - These benefits are distributed in one book of checks (seven \$5 checks for a total of \$35).
 - Participants may designate a proxy to spend their checks when they are unable.

Designated Proxy

- Seniors can designate a proxy to spend the benefit checks on the behalf of the beneficiary.
- Seniors sign a form designating a proxy when they apply for checks
- The proxy may be a family member, neighbor, or friend of any age
- The proxy CAN sign their own name on the check, they do NOT need to sign the senior name.
- The proxy does NOT need to show ID at the point of sale.

Eligible Food Choices

- Fresh, nutritious, unprepared, locally grown fruits, vegetables, and cut herbs
 - Eligible foods may not be prepared beyond their natural states (beyond harvesting/cleaning processes)
- To review, locally grown for this program is defined as grown in the State of Kansas or in a county bordering the state line in Missouri, Oklahoma, Colorado, or Nebraska
 - You cannot exclusively sell produce grown by someone else, such as a wholesale distributor. To be eligible you must sell at least some produce that you yourself grow.

Eligible Fruits and Vegetables

- Below is an itemized list of eligible foods that may be purchased with Kansas Senior Farmers Market Nutrition Program benefits:
 - Salad greens, herbs, spinach, green onions, turnips, radishes, beets, strawberries, peas, rhubarb, asparagus, bok choy, broccoli, potatoes, cabbage, carrots, garlic, cucumbers, onions, green beans, peaches, eggplant, corn, tomatoes, blueberries, summer squash, hot peppers, sweet peppers, okra, raspberries, blackberries, basil, apples, melons, eggplant, edamame, sweet potatoes, winter squash, local Kansas honey, and any other whole fresh fruit or vegetable **grown in Kansas.**

What About Honey?

- **REMINDER:** only pure, unaltered honey is an eligible product. Creamed, whipped, flavored, herb-infused or otherwise processed honey is ineligible for purchase through the KSFMNP.



Ineligible Items

- Non – locally grown fruits (e.g. California Figs, Washington Apples)
- Dried Fruits/Vegetables (e.g. prunes, raisins, peppers, sun-dried tomatoes, etc.)
- Potted fruit/vegetable plants (including herbs)
- Wild Rice
- Cider
- Seeds
- Eggs
- Meat
- Cheese
- Seafood
- Nuts
- Grains
- Maple Syrup
- Popcorn
- Beans (legumes)

Farmer Requirements

1. Participate in an interactive training. Due to the pandemic, we are currently doing these virtually.
2. Complete the Authorized Farmer Agreement (either on the website or on paper).
 - Resubmit the Authorized Farmer Agreement **annually**.
 - Agreements are valid January 1, 2021 – November 30, 2021.
3. Only one agreement per farm is required.
 - All employees should be trained on eligible/ineligible items.
The agreement signatory is responsible for any violations made under their vendor ID number!

Farmer Requirements

- Sell only eligible foods in exchange for the checks!
- Only accept checks from June 1 – November 1, 2021!
- Treat all KSFMNP participants equitably and kindly!
- Provide foods that are of the same quality and cost as those sold to other customers
 - Sales tax
 - Spending the full five dollars
 - Price labeling

The Authorized Farmer Sign

Kansas Senior Farmers Market Nutrition Program

ID Number:

CHECKS ACCEPTED HERE



Checks can buy locally
grown, fresh fruits,
vegetables, herbs and
locally produced honey.



This institution is an equal opportunity provider.

For more information about the program, please visit www.kdheks.gov/sfmnp/ or call 785-296-2330.

Revised November 2018

Check Use

- KSFMNP checks work just like a standard check
- Checks must be deposited into your bank account **ASAP!**
 - Depositing checks as soon as possible would allow me to serve more seniors....
- Checks may be deposited at any financial institution.
 - Banks/tellers unfamiliar with the program may refuse them initially. Please provide them with the Bank Letter and KDHE contact information
- Senior and farmer **MUST** both sign the check
 - If the senior signature is missing, contact KDHE **before** you deposit the check!
- Stamp the check with your ID number or write the ID number in the appropriate box.

Check Use

- November 15 is the deadline to deposit checks. **Checks deposited after November 15, 2021 will be rejected!**

PLEASE

Do not wait until the last minute to deposit checks!

- The check will be denied if:
 1. Number is missing or unreadable and I am not able to figure out who the check belongs to.
 2. Signature is missing.
 3. Deposited after November 15.

Check Use

- If a check is denied, you are responsible for returned check fees, if any are assessed.
- Checks may be resubmitted for payment in the event that it can be properly and legally corrected, for example:
 - If the farmer signature is missing, sign the check and redeposit
 - If the ID number is missing, enter the ID number and redeposit
 - If the senior signature is missing, contact the KSFMNP Coordinator!
- KDHE may deny payment for improperly deposited checks and may require refunds.

Example Check

Kansas 2020 Senior Farmers Market Nutrition Program

**Pay to the order of authorized
Kansas Farmers Market Farmer**

Farmer must deposit by November 15, 2020

NOT VALID AT GROCERY STORES

Good for the purchase of fresh, locally grown
vegetables, fruits, cut herbs and honey from a
KSFMNP Farmer, Any other use constitutes fraud.

UNITED
COMMUNITY BANK
MARIETTA, GA
64-1968/611

Account # 2072124973

737135

VALID DATES OF USE
June 1, 2020 – November 1, 2020
SOME MARKETS MAY CLOSE EARLIER

NOT TO EXCEED \$5.00

\$ 5.00

NO CHANGE GIVEN

STAMP AUTHORIZED KS

VOID

FARMER NUMBER HERE

PARTICIPANT'S SIGNATURE _____

DATE _____

⑈ 7 3 7 1 3 5 ⑈ + ⑆ 0 6 1 1 1 9 6 8 4 ⑆ 2 0 7 2 1 2 4 9 7 3 ⑈

Example Check

Kansas 2020 Senior Farmers Market Nutrition Program

Pay to the order of authorized
Kansas Farmers Market Farmer

Farmer must deposit by November 15, 2020
NOT VALID AT GROCERY STORE

Good for the purchase of fresh, locally grown
vegetables, fruits, cut herbs and homegrown from a
KSFMNP Farmer for other use constitutes fraud.

STAMP AUTHORIZED KSFMNP

737135

VALID DATES OF USE
June 1, 2020 – November 1, 2020
SOME MARKETS MAY CLOSE EARLIER

NOT TO EXCEED \$5.00
\$ 5.00
NO CHANGE GIVEN

FARMER NUMBER HERE

UNITED
COMMUNITY BANK
MARIETTA, GA
64-1968/611

PARTICIPANT'S SIGNATURE

DATE

7371350611196842072124973

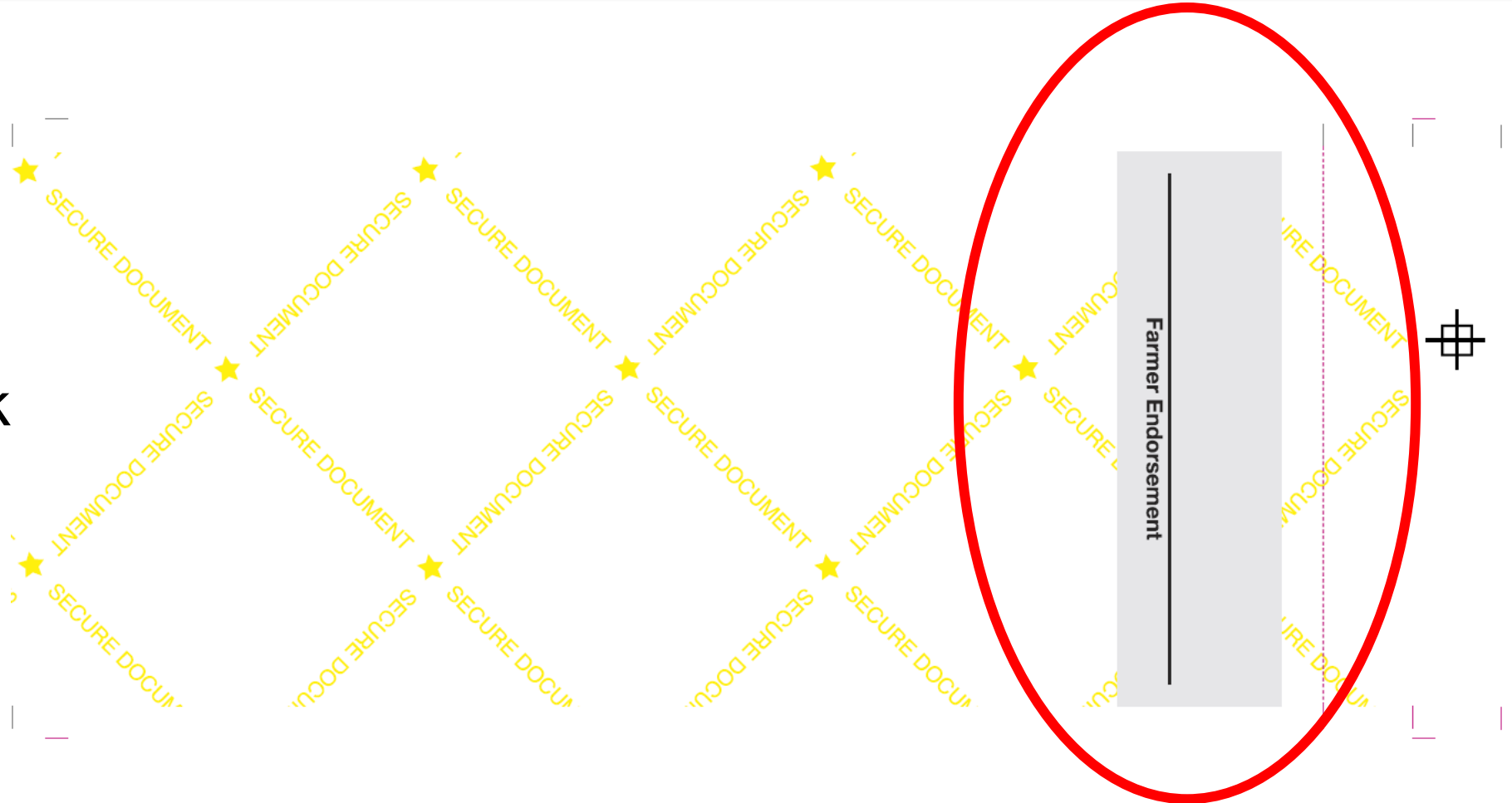
If you see a check
this color or with a
2020 date do not
accept!

The last date for its
use was November 1,
2020.

It will be automatically
rejected if you deposit
it!

Example Check

Don't forget to
endorse the back
of the check!



Checks in 2021

**KSFMNP
2021
Check
Color**

- Farmers cannot:
 - Collect sales tax on KSFMNP check purchases
 - Seek restitution from KSFMNP participants for checks not paid or rejected at deposit
- Farmers must claim sales made in exchange for KSFMNP checks
 - You will receive a sales tax deduction for sales made to account for not charging KSFMNP customers sales tax
- For more information about how to correctly report sales tax please contact:

Lisa Leikam Jones

Lisa.LeikamJones@ks.gov

(785) 207-1572

Cash, Change, Refunds

- Checks cannot be exchanged for cash.
- Change, credit, and/or refunds may not be issued on items purchased with KSFMNP checks.
- Authorized farmers are prohibited from cashing checks accepted by a non-authorized farmer.

Class I Violation

- Negotiating KSFMNP checks without a valid identification number stamped in the appropriate box
- Failure to display the Kansas Senior Farmers Market Nutrition Program “Checks Accepted Here” sign.
- **Sanction:** Class I violation will result in a “warning” letter from the SFMNP Coordinator

Class II Violation

- Accepting KSFMNP checks for ineligible items
- Discriminating against a KSFMNP customer
- Two (2) Class I violations within a season
- **Sanction:** Class II violation will result in a “non-compliance” letter from the KSFMNP Coordinator to the farmer. Technical assistance will be provided by telephone with a verbal test of information provided.

Class III Violation

- Providing drugs, alcohol, or cash in exchange for checks
- Charging KSFMNP customers more than the current price charged other customers
- Attempting to collect sales tax from a KSFMNP customer
- Providing change back to customers for purchases where the amount of the purchase is less than the value of the check(s)
- Two (2) Class II violations within a season

Class III Violation

- **Sanction:** Class III violation results in the farmers suspension from the KSFMNP.
- **Suspension:** The length of suspension for a first-time offense is dependent on the violation. A second offense in the same growing season will result in suspension for the rest of the growing season. A farmer who is suspended must reapply to participate in the KSFMNP.

What is Discrimination?

- Different treatment which makes a distinction of one person or a group of persons from others; either intentionally, by neglect, or by the actions or lack of actions based on a protected class.

Civil Rights

- Participants in the KSFMNP should not be discriminated against on the basis of:
 - Race
 - Color
 - National Origin
 - Age
 - Sex
 - Disability
- **No person, shall, on the grounds of race, color, national origin, age, sex, or disability be excluded from participation, be denied benefits, or be otherwise subjected to discrimination under the KSFMNP**

Civil Rights Complaints

- Farmers and seniors have the right to file a civil rights complaint.
- Complaints must be filed within 180 days of discovery of the discrimination.
 - Verbal
 - Written
 - Anonymously
- Complaints are forwarded to the USDA and investigated by the USDA and Program.

Civil Rights Complaints

- Information needed:
 - Complainant's name, address, phone
 - Location where discrimination occurred
 - Description of the incident
 - Basis for the claim (protected class)
 - Names of any witnesses
 - Date(s) when action(s) occurred
- The USDA discrimination complaint form can be found [here](#).

Aspects of Civil Rights Compliance:

- Collection and Use of data
- Effective public notification systems
- Complaint procedures
- Compliance review techniques
- Resolution of noncompliance
- Requirements for reasonable accommodation of persons with disabilities
- Requirements for language assistance
- Verification of citizenship and immigration status
- Conflict resolution
- Customer Service

Conflict Resolution and Customer Service

- Seniors will often be confused or forget the rules for using their KSFMNP checks. Please be patient!
 - If a product is not eligible for purchase with a KSFMNP check explain why
 - Show the senior participant that eligible products are listed on their check
 - Help the senior participant spend the full \$5 check – this may mean selling a partial box
 - Make sure you do NOT charge KSFMNP participants sales tax
 - Be kind!
 - Make sure all employees are familiar with how the KSFMNP programs work

Federal Relay Service

- Individuals who are deaf, hard of hearing, or have speech disabilities may contact the USDA through the Federal Relay Service at:
 - (800) 877-8339 (English)
 - (800) 845-6136 (Spanish)



Due Process

- The State of Kansas will follow the Administrative Procedure act to allow for due process to KSFMNP local agencies, authorized farmers, and participants
- Expiration of the Agreement with the farmer and claims actions under the KSFMNP rules and regulations is not appealable



If a violation is found that leads to a suspension/disqualification from participating....You do have the right to appeal

- You must make written request for an administrative appeal to KDHE.
- The appeal must be made within 30 days of the receipt of the certified mail notification of suspension/disqualification.
- The Office of Administrative Hearings will set a date and location for the hearing within 15 days of the appeal being filed.
- Farmer will receive written notice of time and place at least 30 days prior to the date of the hearing.
- Farmer has one opportunity to reschedule the hearing.
- Farmer can examine, prior to and during the decision, the documents and records that support the decision under appeal.

Appeals

- KDHE will provide the farmer with written notification of adverse action, the cause of adverse action, and effective date of the action and an opportunity for a fair hearing.
 - The hearing official will be an impartial party, not directly associated with the program in question.
- Notification will be provided at least 15 days before the effective date of the action.

At a minimum, the farmer has the opportunity to:

- Present their case.
- Question or disprove any testimony or evidence, including an opportunity to confront and cross-examine adverse witnesses.
- Be represented by counsel.
- Bring witnesses.
- Review the case record prior to the hearing.
- Submit evidence to establish all pertinent facts and circumstances in the case.
- Advance arguments without undue interference.
- An adverse action, at KDHE's option, may be postponed until a decision in the appeal is rendered.
- A postponement is appropriate where KDHE finds that participants could be unduly inconvenienced by the adverse action.

Appeals continued

- The decision of the official is given to the farmer within 15 days of the date of the hearing or within 60 days from the date of receipt of the request for a hearing by KDHE.
- If dissatisfied with the hearing decision, the farmer may appeal to KDHE for further state level review of the decisions and a possible rehearing.
- This appeal must be made within 15 days of the contested decision of the previous hearing.
- The same procedures outlined previously are followed.
- If a farmer appeals an adverse action (and is permitted to continue in the program while the appeal is pending) he/she will continue to be responsible for compliance with the terms of the written agreement.

Authorized Farmer Agreement

- All farmers, both *NEW* and *RETURNING*, must submit the annual Authorized Farmer Agreement.
- The agreement is:
 - A legally binding agreement that the farmer will agree to abide by all rules and regulations of the KSFMNP.
 - A contact information update sheet.
 - A farmers market tracking tool.
 - A “Checks Accepted Here” sign order form.
- Agreements must be submitted online at <http://www.kdheks.gov/sfmnp/farmers.htm>
- Submission deadline: June 1, 2021
- Only one agreement is needed per farm – you are welcome to list multiple business partners on the name line.

Authorized Farmer Agreement



Contact Information

Farmer Name: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____ County: _____
Email: _____
Telephone: _____

General Information

If this is your first year participating in the KSFMNP, have you attended a KDHE-hosted interactive training in 2021? This includes the live farmer vendor training at either the February 19, 2021 From the Land of Kansas Farmers Market Virtual Workshop or via live farmer vendor training webinar during winter/spring 2021. **This does not include reviewing training slides.** Yes or No (circle one)

If you have participated as an authorized farmer vendor in the KSFMNP in a previous year, have you at least reviewed the 2021 training slides? Yes or No (circle one)

Is this your first year participating in the KSFMNP? Yes or No (circle one)

If you are a returning farmer vendor, what is your four-digit KSFMNP farmer ID number? _____

Do you already have at least one KSFMNP "Checks Accepted Here" sign? Yes or No (circle one)

How many KSFMNP "Checks Accepted Here" signs do you need? _____

List the KSFMNP-eligible produce items will you sell in 2021. _____

- Please make certain you update your contact information
 - Needed if there are banking issues
- Pay close attention and answer every question as best you can

Authorized Farmer Agreement

Be prepared with the names and addresses of the farmers markets, farm stands, and/or roadside stands where you will sell in 2021.

- Provide your best projection
- If you change markets or add new ones during the season it is okay
- Reporting changes is encouraged as the change in markets can be communicated to seniors only if we are notified



Farmers Market Information

Provide a list of all the farmers markets and roadside stands where you will sell your products through the KSFMNP in 2021.
Providing this information helps us direct seniors to locations where they can use their KSFMNP checks! Please be as specific as possible about the days, dates, and times of operation.

Farmers Market 1

Name _____
Address _____
City _____
County _____
Zip Code _____
Days/Dates/Times of Operation _____

Farmers Market 2

Name _____
Address _____
City _____
County _____
Zip Code _____
Days/Dates/Times of Operation _____

Farmers Market 3

Name _____
Address _____
City _____
County _____
Zip Code _____
Days/Dates/Times of Operation _____

*If you would like your home farm stand listed on the directory we share with seniors, you **MUST** fill out this section.*

Home Farm Stand

Address _____
City _____
County _____
Zip Code _____
Special Instructions _____

Special Instructions include things such as phone numbers, months of operation or instructions to call to place an order before arriving.
(please add an additional sheet to list more farmers markets)

Authorized Farmer Agreement



Agreement period: January 1 – November 30, 2021

BY SIGNING THIS AGREEMENT, THE FARMER AGREES TO:

1. Comply with the Federal Regulations and Procedures of the KSFMNP.
2. Acknowledge receiving interactive training.
3. Exchange only eligible foods for KSFMNP checks.
4. Display the SFMNP sign when selling at a Farmers Market or roadside stand.
5. Provide eligible foods to participants at or less than the price charged to other customers and offer participants the same courtesies as other customers.
6. Comply with all civil rights guidelines.
7. Accept KSFMNP checks within the dates of their validity and submit such checks for payment within the allowable time period established by KDHE.
8. Safely store all checks collected in a lock box before submitting for reimbursement in a timely manner.
9. Stamp all checks with the Farmer ID stamp and endorse appropriately while presenting for deposit.
10. Be monitored for compliance by KDHE overtly or covertly as required by USDA to ensure KSFMNP regulations are being met. Please note that first-year vendors are especially likely to be monitored.
11. Not issue cash change for purchases that are in an amount less than the value of the check nor collect tax on KSFMNP checks purchases.
12. Provide information as KDHE may require for Food and Nutrition Service reports.
13. Be accountable for actions of employees.
14. Pay KDHE for any checks transacted in violation of this Agreement.
15. Notify KDHE if the Farmer ceases operation prior to the end of the authorized period.
16. Shall not seek restitution from participants for coupons not paid by the State agency.

Sanctions

Failure to comply with agreed upon KSFMNP policies may result in the following action(s):

Class 1 Violation: Warning letter

Class 2 Violation: Non-Compliance Letter and technical assistance by telephone with a verbal test of information provided

Class 3 Violation: Suspension from the program

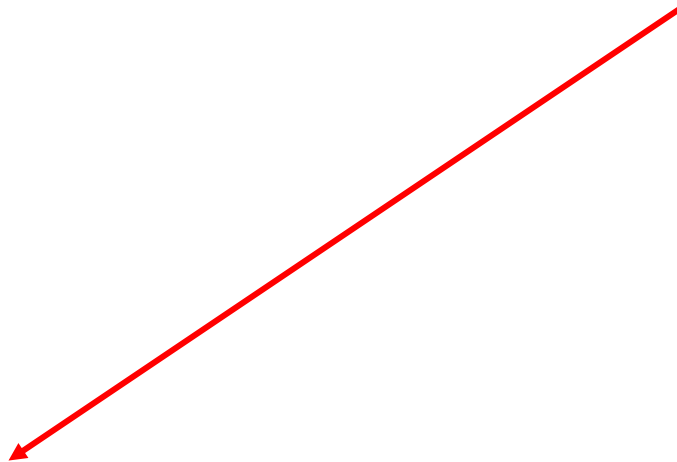
I have attended a training session or reviewed presentation that describes, in detail, the rules and regulations of the Kansas Senior Farmers Market Nutrition Program/Farmers Market Nutrition Program and how they operate. I agree to abide by these rules, and I understand that failure to do so may result in non-payment, suspension, and/or disqualification from the program.

Farmer Name (print): _____

Farmer Signature: _____

KSFMNP Manager Signature: _____

- Read through the KSFMNP rules and regulations
- Remember to sign!

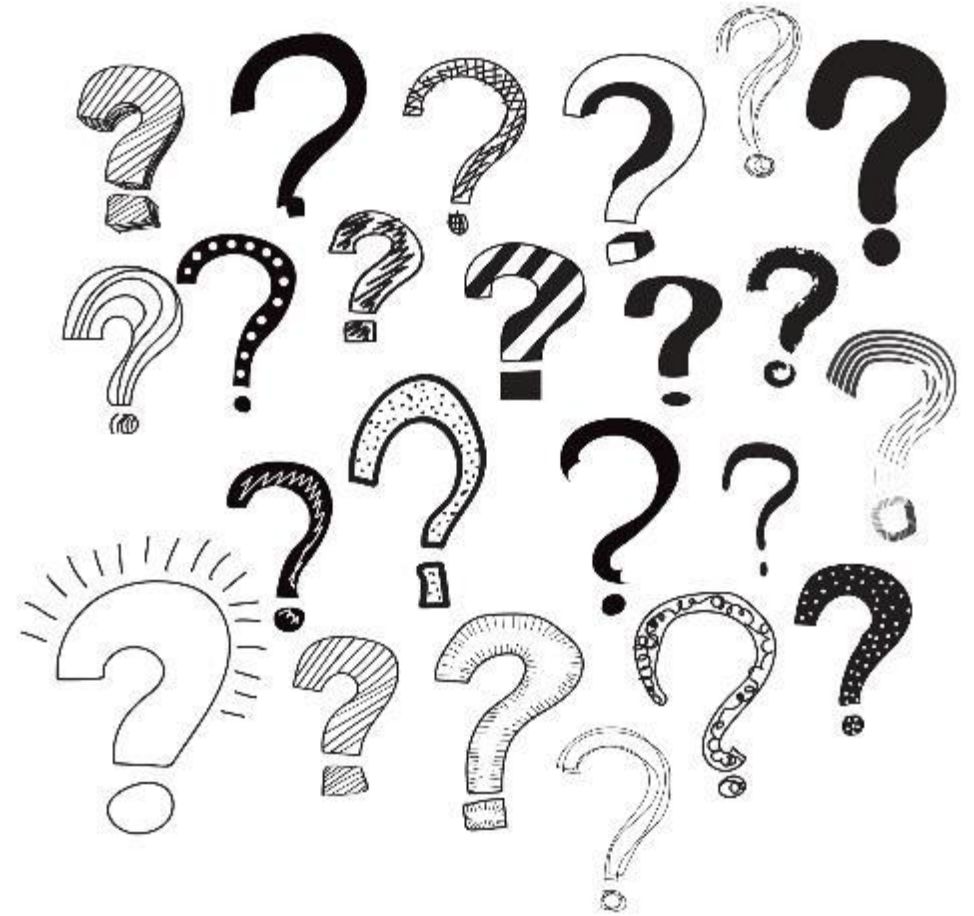


Key Takeaways!

- **Complete the 2021 Authorized Farmer Agreement** by June 1, 2021
- Display the “Checks Accepted Here” sign **in a visible location every time** you are selling KSFMNP product
- Sell only **eligible foods** in exchange for KSFMNP checks
- **Do not collect state sales tax** on KSFMNP sales
- **Claim KSFMNP sales to receive a KDOR sales tax deduction** for KSFMNP sales in which you do not collect state sales tax
- Only **take KSFMNP checks during the dates indicated** on the checks (June 1 to November 1, 2021)
- **Stamp or write you four-digit vendor ID on every check**
- Make sure every check is **signed by the senior**
- **Endorse the back** of every check with your signature
- Deposit checks into your bank account **no later than November 15, 2021**

If you need assistance...

- Local public library staff will often help you get set up for a webinar or provide assistance in downloading documents.
- Feel free to contact the KSFMNP Coordinator.
- Questions?



Contact Information

Warren Hays

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Coordinator, Kansas Senior Farmers Market Nutrition Program

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(785) 296-8060

<https://www.kdheks.gov/sfmnp/>



Contact Information

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